



Beirut, June 4<sup>th</sup>, 2025

### **A new chapter in Outdoor Advertising**

Dear Partners,

We are pleased to announce a significant development in the outdoor advertising industry: M&A (represented by Tree Ad), Promomedia, and Vivad have come together in a strategic alliance to unify their commercial policies and advertising rates related to Administrative Beirut networks and locations.

This collaboration will be applicable as of August 2025 and marks a major step forward for the market, offering:

- Simplified media planning across key networks
- Consistent pricing structures to support transparency and efficiency
- Streamlined buying processes for agencies and brands

This change reflects our shared commitment to raise industry standards, and improve our service.

Noting that each of our three companies will maintain its own commercial department and be in charge of selling its own network.

Cordially yours,

M&A (represented by Tree Ad)  
Mazen Moussallem

Promomedia  
Patrick Habr

Vivad  
Dany Kharrat